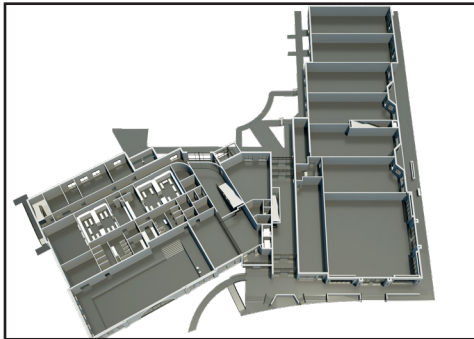




Objective

Providing impactful realistic views for full design deliverables to be used in sales and marketing opportunities that will enhance the visibility of The District of Prairie Trail - the first community in the state of Iowa to embrace the concept of New Urbanism development which cultivates with diverse and distinctive homes, neighborhood stores, offices, schools, and parks.



Sales & Marketing Materials That Make a Difference: Iowa's First Urbanism Development

QA Graphics recently was granted the opportunity to work with another local company, D.R.A. Properties L.C. from Ankeny, Iowa.

D.R.A. Properties L.C. is an Ankeny, Iowa-based real estate development company founded by Ankeny native, Dennis Albaugh. Albaugh took his first steps into real estate in 1992, with the goal of wanting to create a positive impact on his hometown of Ankeny, Iowa. Mr. Albaugh is also CEO and owner of the globally known agriculture chemical company, Albaugh, LLC which is recognized as the largest wholly-owned formulator and packager of crop protection products in the industry.

The first steps for the Prairie Trail project in Ankeny was awarded to D.R.A. in 2005. Prairie Trail is the first community in the state of Iowa to embrace the concept of New Urbanism development which cultivates with diverse and distinctive homes, neighborhood stores, offices, schools, and parks. This walkable development boast more sidewalks and trails to connect the entire development to the City of Ankeny. At 1,031 acres, this planned urbanism community is built on the tradition of Iowa's great neighborhoods. With the metro city as one of the fastest growing cities in the U.S., Prairie Trail is in the center of it all.

Project Type
3D Design

Client
D.R.A. Properties L.C.

Team Members
3D Modeler - Creates conceptualized ideas and produces illustrations for products, using best practices and digital design trends.

Project Coordinator – works with the team to organize and coordinate all projects from beginning to end. Ensures that project goals are met in a timely manner.

Resources
Revit
AutoCAD
Cinema 4D
Adobe Creative Cloud Suite
Octane GPU Rendering

“We (QA Graphics) typically do most of our work nationally and saw this opportunity to work locally, wanting to showcase our complete commercial building skills, start to finish, to the surrounding area,” said Dan McCarty, Owner of QA Graphics an Ankeny native.

QA Graphics provided a full design solution for D.R.A., enhancing the visibility of The District. Utilizing their award-winning 3D design team and state of the art 3D technology, QA Graphics provided a versatile design tool which will be used for multiple marketing and presentation opportunities.

Using 3D design will enable potential tenants to view the property with photo-realistic views to aid in the decision-making process and on-site selection for potential build site. QA Graphics used many existing assets from the development process including Revit files, ariel maps, and civil design topography. The final product will allow anyone wanting to see The District in an accurate 3D perspective including business and potential growth of the development.

This leads to the following services that QA Graphics provides:



Site Map

QA Graphics worked with D.R.A. to provide a full 3D rendering of an overall view of the targeted area The District. This overall view will be used to show potential clients and builders the possibilities for site selection. Several different types of site maps were created, depending on the various marketing needs. The one pictured above consist of The District as it stands today with three potential buildings added in. This particular site map also contains “ghost” images of mock buildings to represent potential site locations. D.R.A. can use images like this for a variety of areas such as: showcasing to potential clients the area, helping the residents view the potential district for public voting on bond referendum for future public facilities, or marketing and sales materials to name a few.

QA Graphics also provided 3D exterior perspectives of the existing buildings in photo-realistic 3D, providing D.R.A. with multiple angle or view of those buildings.

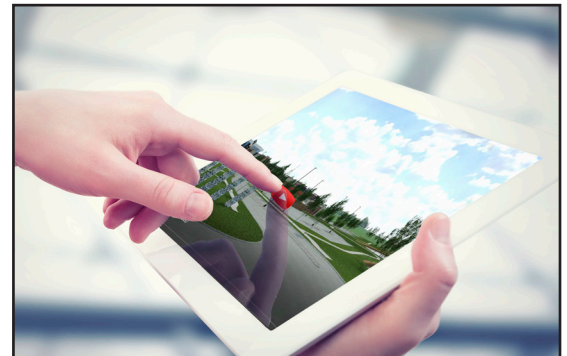


Exterior Renderings

QA Graphics worked with D.R.A. and their architectural firm to provide photo-realistic 3D exterior perspective renderings of over 120,000 square feet of the prime retail/office space. The local architecture firms provided Revit wireframe models which allowed QA Graphics to model them accurately with a higher amount of detail. Giving the site map even more of a dynamic look and feel, just as if you were viewing Prairie Trail in person.

Fly Through Video

Fly through videos are creating a virtual environment. Their purpose of being created is to market a property development to secure future tenants or showing the public future proposed public buildings. A fly through of The District was a key option that D.R.A. wanted to be developed for these exact purposes. Bringing the development to life to help sell the vision for this first of its kind neighborhood.

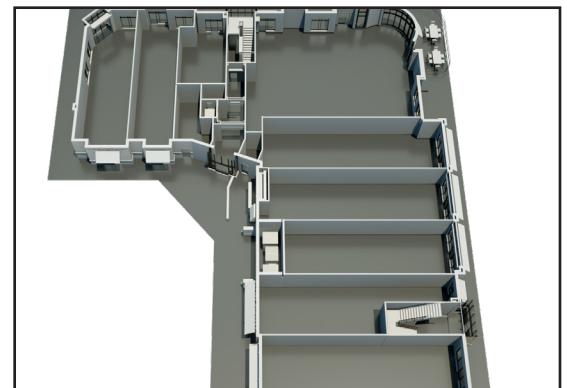


These materials can be easily created into a general fly through video of The District or a 360° panoramic view to use in presentations as the graphics are already in place. Graphic enhancements like these will truly aid customers who are unable to visit the physical site to have an excellent experience of the site and feel of the area.

To view the exterior fly through visit: <http://bit.ly/PTflythru>

Floor Plans

D.R.A. also wanted accurate 3D renderings of specific building floor plans based on the tenants need. This provides a realistic look at what their building and space might look like. The client provided the construction document of the buildings to create the detailed information for the project, as this is a quick process for QA Graphics to complete.



Future Capabilities

QA Graphics has become a one stop graphic shop for commercial buildings over the last ten years. This provides opportunities for our clients to continue to take the assets we have already created for them and allow us to provide even more deliverables for marketing materials. A future option QA Graphics can provide for projects like DRA includes a digital kiosk. This is a highly customizable option that can work with the sitemap and assets already created. The kiosk can host interior fly throughs to showcase tenant's use of space, acting as stopping points along the site map.

HVAC graphics such as floor plans and site maps can even be created to assist Facility Managers with utility locations such as storm sewer, lighting, ductwork, etc. These graphics will allow the relationship between the site and building automation software controlling those buildings. Creating a holistic view that ensures all items associated with your facility are cohesive and well maintained.

These are several options that numerous clients are taking to bring their materials to the next step and just a few of QA Graphics capabilities and areas of expertise. For an area like The District and many commercial building locations, options like mentioned above can bring life to the site and market the neighborhood as a whole.

To view the 360° virtual reality fly through visit: <http://bit.ly/PT360VR>

The process of creating a 3D image is complex and requires a lot of skills and decisions to be made. Many details need to be adjusted in making an object appear realistic. D.R.A. was able to quickly see the power of 3D, along with the timeliness and quality of service QA Graphics can provide to their potential customers.